

# **U.S. Army 2005 MWR Leisure Needs Survey Results**

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## **Fort Leavenworth Kansas**

# BRIEFING OUTLINE

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## ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## ▮ **SURVEY RESULTS**

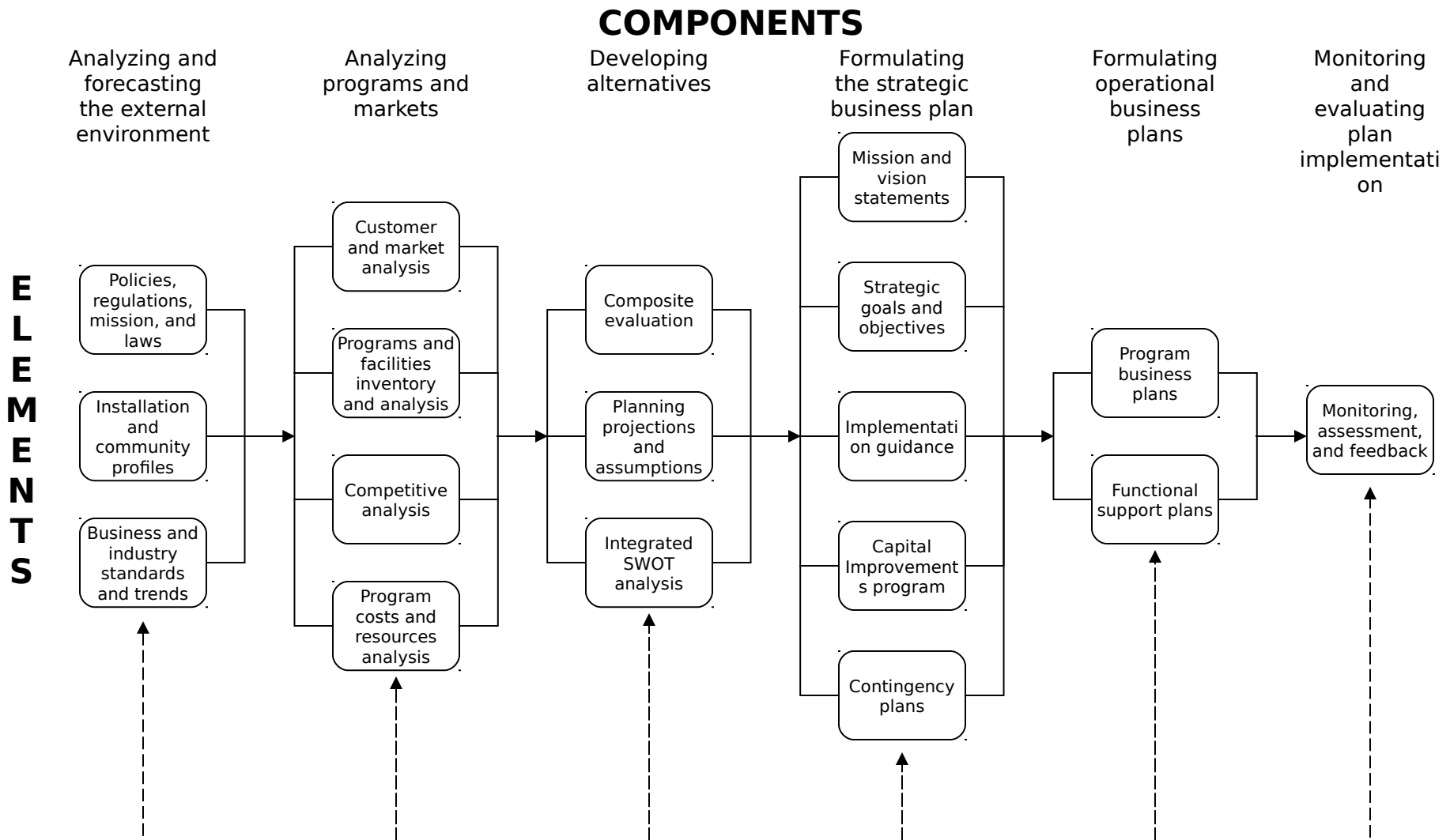
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Fort

## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

## Fort

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,363 surveys were distributed at Fort Leavenworth



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

Fort

## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Fort Leavenworth:					
Active Duty	3,475	1,156	328	28.37 %	±5.15%
Spouses of Active Duty	1,626	1,356	311	22.94 %	±5.00%
Civilian Employees	1,891	822	260	31.63 %	±5.64%
Retirees	1,733	1,029	348	33.82 %	±4.70%
<b>Total</b>	<b>8,725</b>	<b>4,363</b>	<b>1,247</b>	<b>28.58 %</b>	<b>±2.57%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

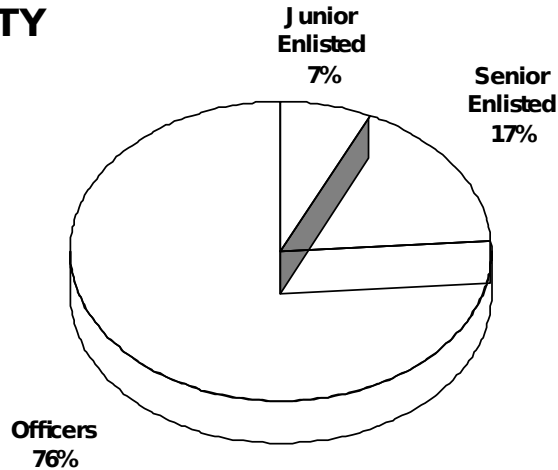
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

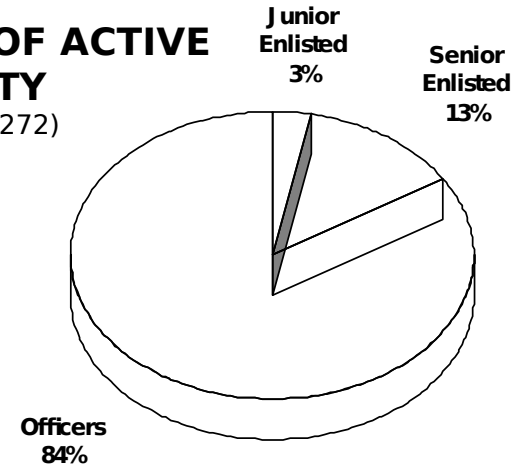
### ACTIVE DUTY

(n = 320)



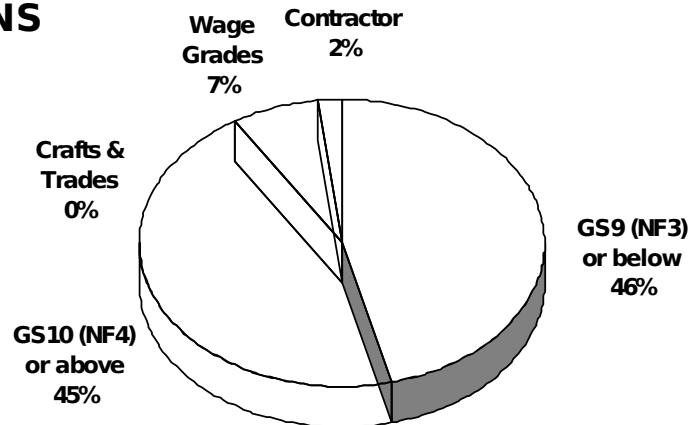
### SPOUSES OF ACTIVE DUTY

(n = 272)



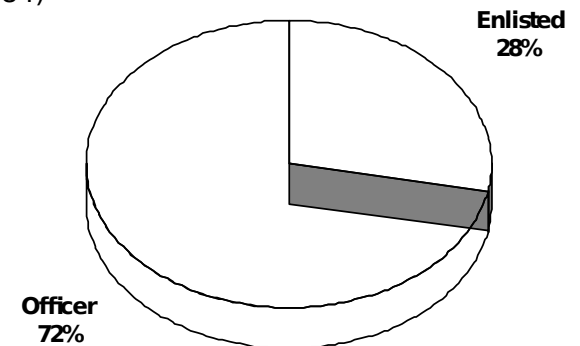
### CIVILIANS

(n = 257)



### RETIREES

(n = 284)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT FORT LEAVENWORTH

Fort

## **MOST FREQUENTLY USED FACILITIES**

Fitness Center/Gymnasium	54%
Bowling Center	39%
Bowling Food & Beverage	39%
ITR	32%
Swimming Pool	30%

## **LEAST FREQUENTLY USED FACILITIES**

BOSS	2%
School Age Services	5%
Bowling Pro Shop	7%
Multipurpose Sports/Tennis Courts	8%
Recreation/Community Activity Ctr.	9%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT LEAVENWORTH\*

Fort

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Bowling Pro Shop	4.37
Bowling Center	4.32
School Age Services	4.31
ITR	4.26
Golf Course	4.19

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Athletic Fields	3.85
Multipurpose Sports/Tennis Courts	3.93
Golf Course Food & Beverage	3.96
Post Picnic Area	4.00
Army Lodging	4.01

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT LEAVENWORTH\*

Fort

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Child Development Center	4.22
ITR	4.17
Bowling Pro Shop	4.13
Golf Course	4.12
Bowling Center	4.11

## FACILITIES WITH LOWEST QUALITY RATINGS\*

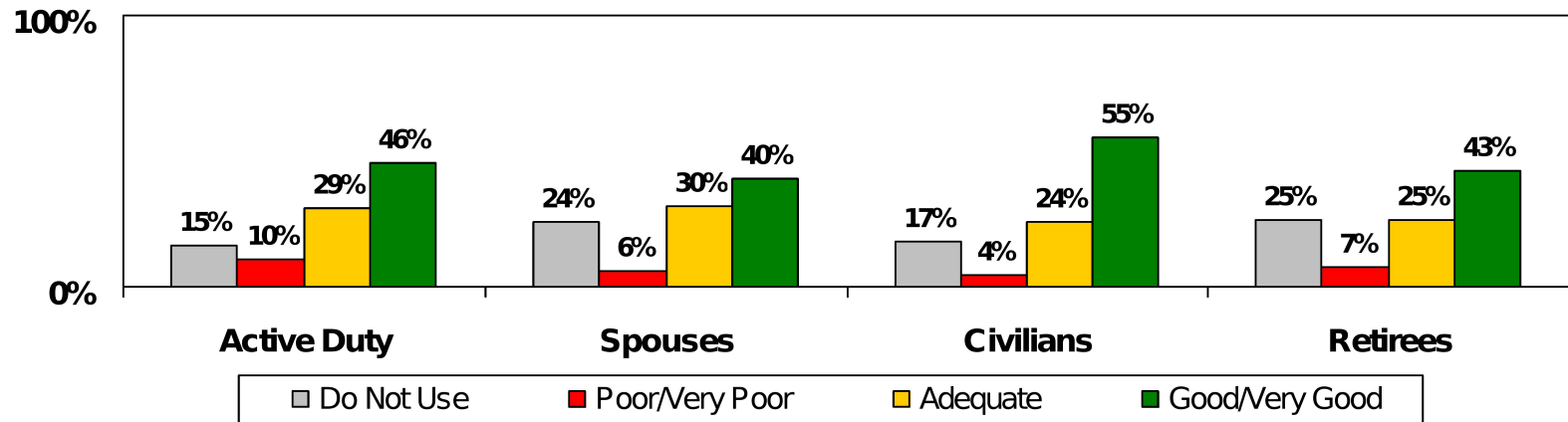
Multipurpose Sports/Tennis Courts	3.65
Athletic Fields	3.69
Post Picnic Area	3.70
Swimming Pool	3.84
Golf Course Food & Beverage	3.88

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

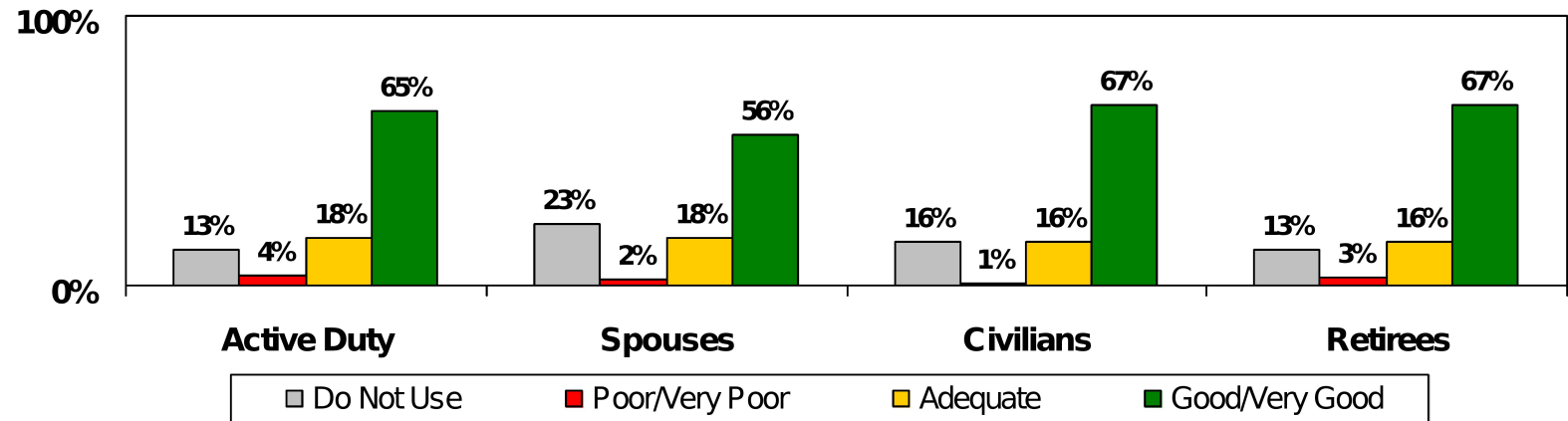
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort

## Quality of On-Post Services



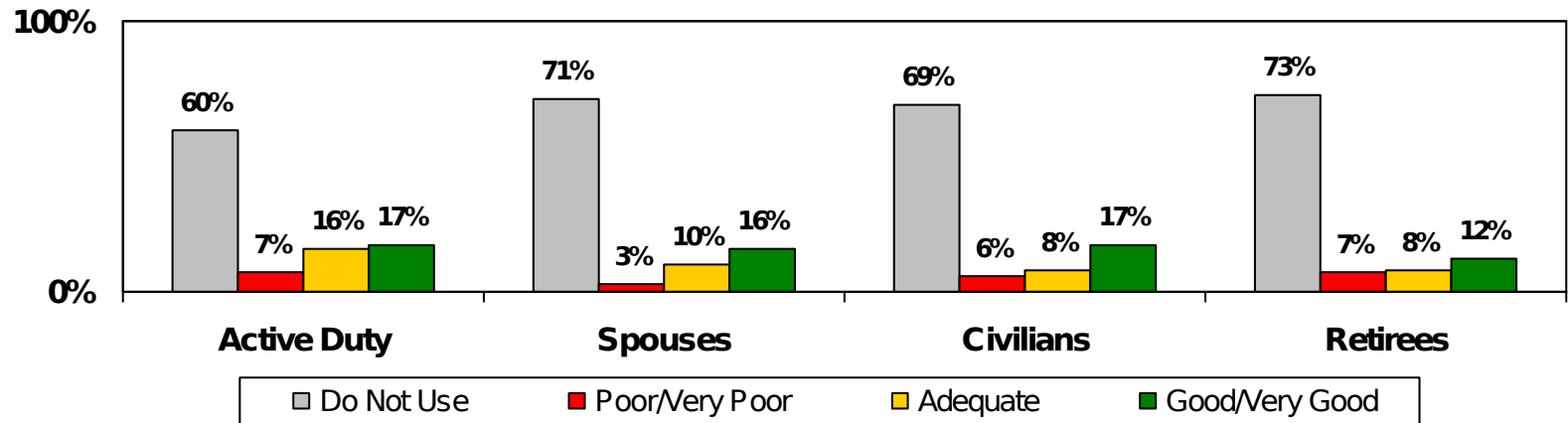
## Quality of Off-Post Services



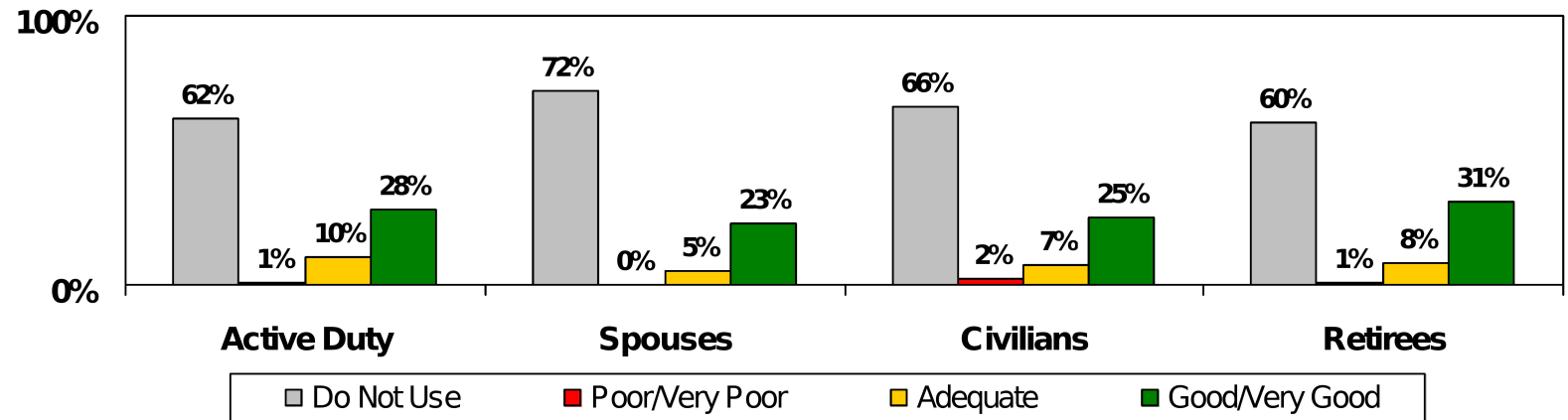
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort

## Quality of On-Post Services



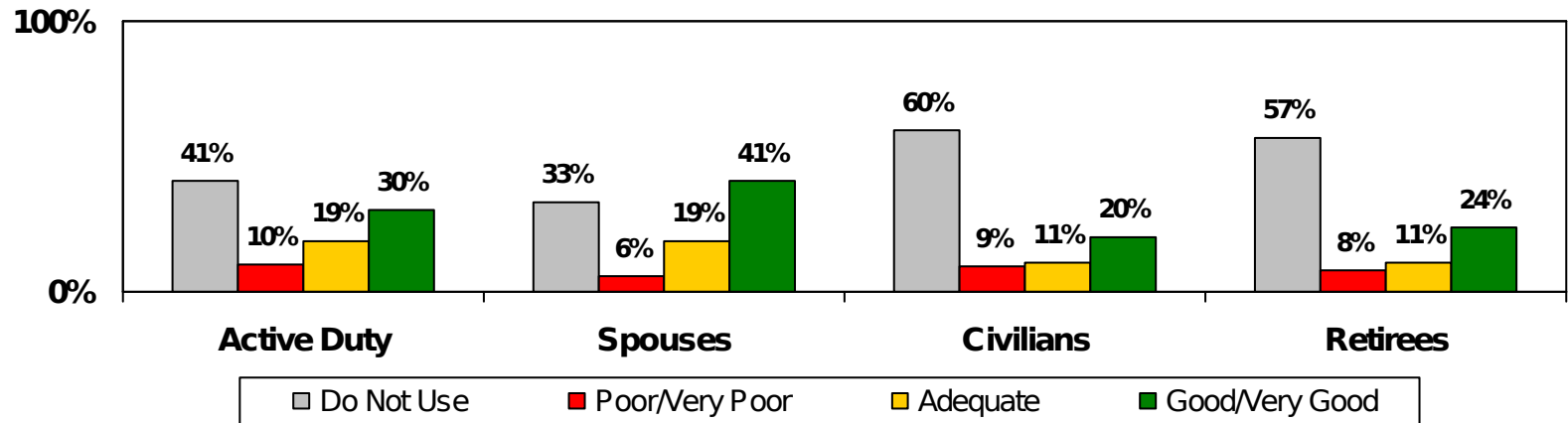
## Quality of Off-Post Services



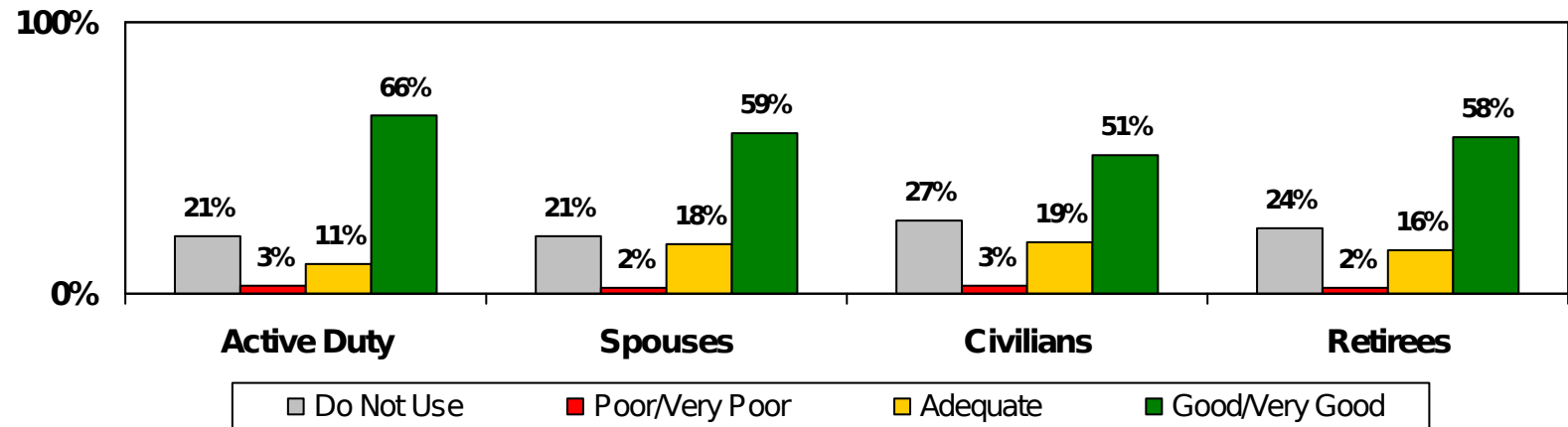
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort

## Quality of On-Post Services

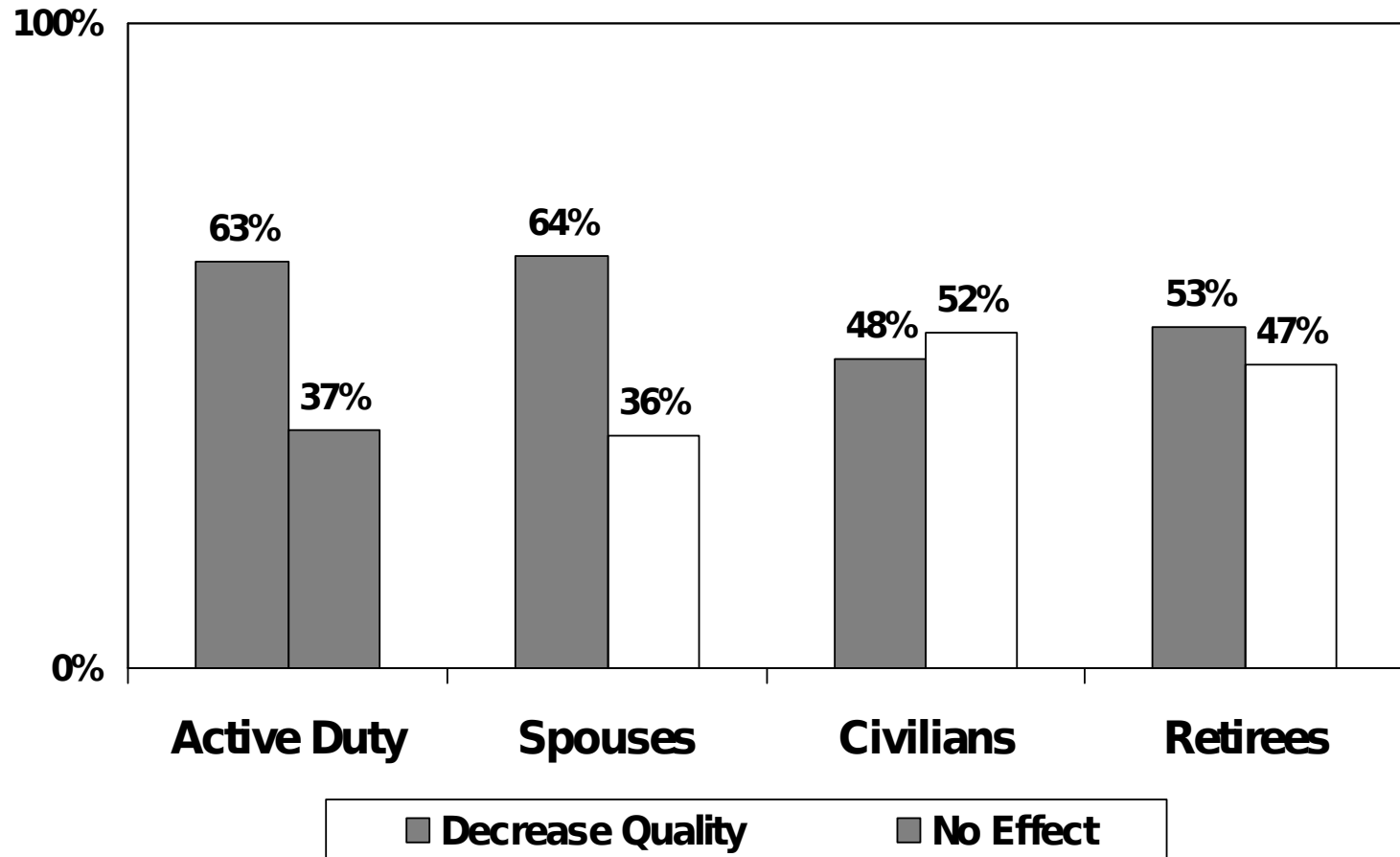


## Quality of Off-Post Services



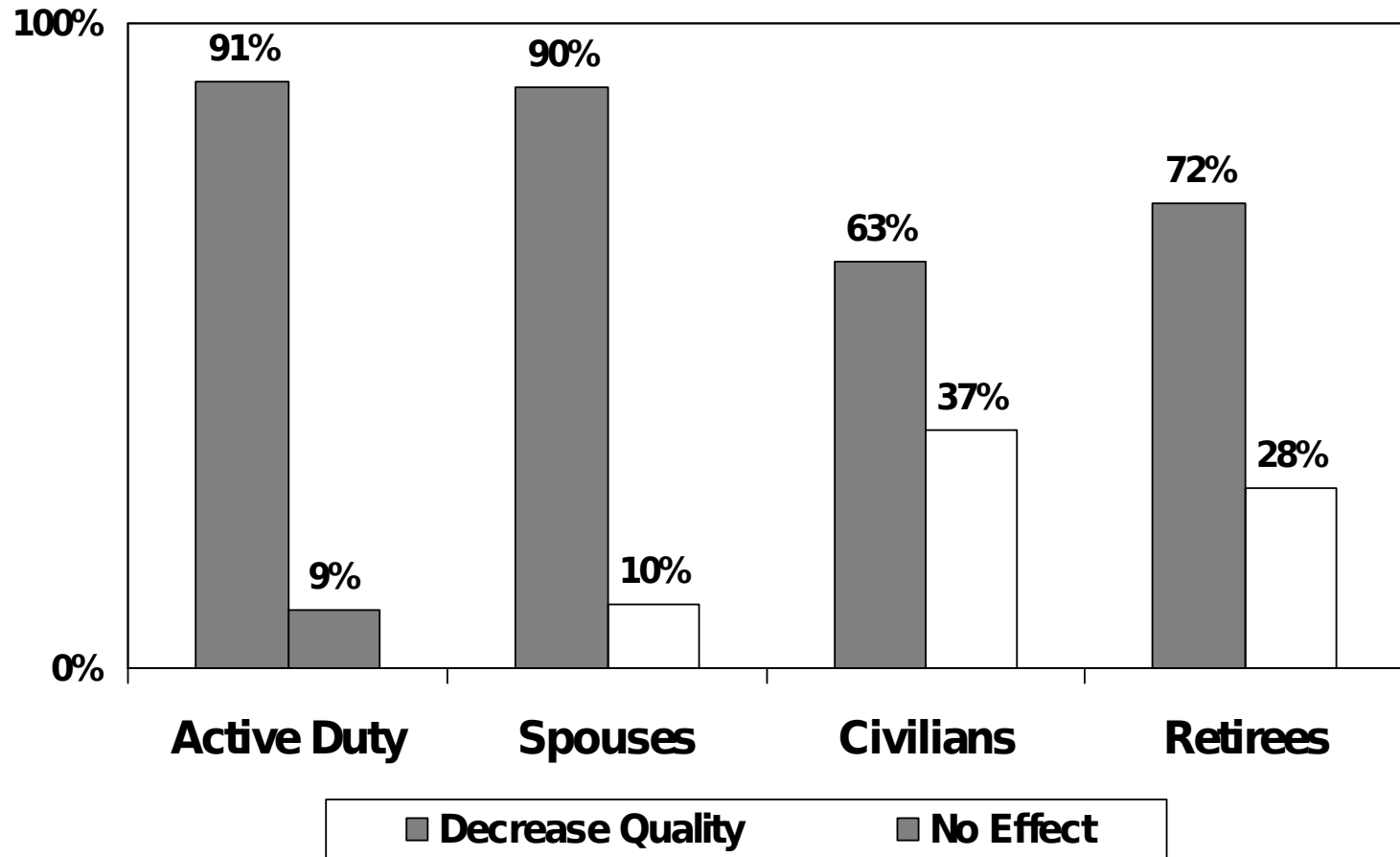
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort





# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	80%
Army Lodging	72%
Child Development Center	62%
Library	60%
Swimming Pool	51%
Youth Center	51%
Athletic Fields	47%

RV Park	70%
Car Wash	60%
Bowling Pro Shop	51%
Cabins & Campgrounds	49%
Golf Course Pro Shop	47%
Automotive Skills	42%
Golf Course Food & Beverage	41%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	18%	15%	19%	11%	16%
E-mail	36%	13%	46%	21%	31%
Friends and neighbors	35%	52%	26%	31%	35%
Family Readiness Groups (FRGs)	7%	7%	3%	2%	5%
Bulletin boards on post	49%	38%	38%	28%	41%
Post newspaper	73%	83%	65%	71%	72%
MWR publications	37%	43%	31%	25%	35%
Radio	1%	1%	2%	1%	1%
Television	8%	11%	2%	2%	6%
My child(ren) let(s) me know	9%	10%	3%	5%	7%
Other unit members or co-workers	29%	11%	31%	18%	24%
Unit or post commander or supervisor	9%	4%	6%	1%	6%
Marquees/billboards	31%	34%	37%	30%	33%
Flyers	49%	46%	44%	33%	44%
Other	6%	3%	6%	7%	5%
I never hear anything	2%	3%	4%	8%	4%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	88%	88%
Better Opportunities for Single Soldiers	51%	N/A
Army Community Service	60%	64%
MWR Programs and Services	85%	91%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL <sup>†</sup>
Information and Referral	60%	85%	15%
Outreach programs	41%	69%	31%
Family Readiness Groups	65%	72%	28%
Relocation Readiness Program	75%	91%	9%
Family Advocacy Program	70%	72%	28%
Crisis intervention	49%	72%	28%
Money management classes, budgeting assistance	59%	76%	24%
Financial counseling, including tax assistance	68%	88%	12%
Consumer information	32%	79%	21%
Employment Readiness Program	47%	86%	14%
Foster child care	18%	77%	23%
Exceptional Family Member Program	74%	79%	21%
Army Family Team Building	65%	78%	22%
Army Family Action Plan	48%	76%	24%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	64%	92%	8%
Outreach programs	51%	93%	7%
Family Readiness Groups	73%	82%	18%
Relocation Readiness Program	83%	93%	7%
Family Advocacy Program	73%	88%	13%
Crisis intervention	52%	83%	17%
Money management classes, budgeting assistance	59%	81%	19%
Financial counseling, including tax assistance	68%	89%	11%
Consumer information	36%	81%	19%
Employment Readiness Program	64%	69%	31%
Foster child care	19%	100%	0%
Exceptional Family Member Program	80%	67%	33%
Army Family Team Building	76%	91%	9%
Army Family Action Plan	58%	92%	8%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	44%	37%
Personal job performance/readiness	41%	35%
Unit cohesion and teamwork	47%	45%
Unit readiness	52%	54%
Relationship with my spouse	42%	32%
Relationship with my children	39%	34%
My family's adjustment to Army life	42%	54%
Family preparedness for deployments	49%	59%
Ability to manage my finances	27%	22%
Feeling that I am part of the military community	46%	55%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	85%	78%
Helps minimize lost duty/work time due to lack of child care/youth services	87%	81%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	65%	50%
Allows me to work outside my home	68%	64%
Allows me to work at home	43%	59%
Offers me an employment opportunity within the CYS program	28%	29%
Allows me/my spouse to better concentrate on my/our job(s)	69%	63%
Provides positive growth and development opportunities for my children	75%	79%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	34%
Personal job performance/readiness	33%
Unit cohesion and teamwork	40%
Unit readiness	40%
Ability to manage my finances	34%
Feeling that I am part of the military community	38%
Relationship with my children (single parents)	43%
My family's adjustment to Army life (single parents)	46%
Family preparedness for deployments (single parents)	44%

\* Positive = moderate, great or very great extent



# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Entertaining guests at home	69%
Watching TV, videotapes, and DVDs	65%
Going to movie theaters	63%
Internet access/applications (home)	61%
Special family events	47%
Gardening	44%
Walking	44%
Attending sports events	43%
Reading	42%
Reference/research services	40%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	83%
Going to movie theaters	77%
Watching TV, videotapes, and DVDs	71%
Internet access/applications (home)	69%
Special family events	62%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	84%
Going to movie theaters	65%
Entertaining guests at home	60%
Internet access/applications (home)	58%
Gardening	52%

## Top 5 for Active Duty

Entertaining guests at home	71%
Internet access/applications (home)	62%
Reference/research services	51%
Going to movie theaters	51%
Reading	51%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	77%
Entertaining guests at home	64%
Going to movie theaters	62%
Internet access/applications (home)	56%
Gardening	55%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort

## Team Sports

Soccer	15%
Softball	13%
Basketball	12%
Volleyball	9%
Self-directed sports tournaments	7%

## Outdoor Recreation

Fishing	28%
Picnicking	27%
Going to beaches/lakes	27%
Camping/hiking/backpacking	24%
Bicycle riding/mountain biking	23%

## Social

Entertaining guests at home	69%
Special family events	47%
Happy/social hour	29%
Night clubs/lounges	23%
Dancing	23%

## Sports and Fitness

Walking	44%
Cardiovascular equipment	33%
Weight/strength training	29%
Running/jogging	29%
Bowling	26%

## Entertainment

Watching TV, videotapes, and DVDs	65%
Going to movie theaters	63%
Attending sports events	43%
Festivals/events	40%
Plays/shows/concerts	39%

## Special Interests

Internet access/applications (home)	61%
Gardening	44%
Digital photography	32%
Automotive detailing/washing	32%
Automotive maintenance & repair	27%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST\*

Fort

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	42%	N/A	42%
Reference/research services	40%	N/A	40%
Study/self development	34%	N/A	34%
Internet access (library)	33%	N/A	33%
Multi-media (videos, DVDs, CDs)	31%	N/A	31%
Entertaining guests at home	25%	45%	69%
Walking	25%	19%	44%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCE BY LOCATION\*

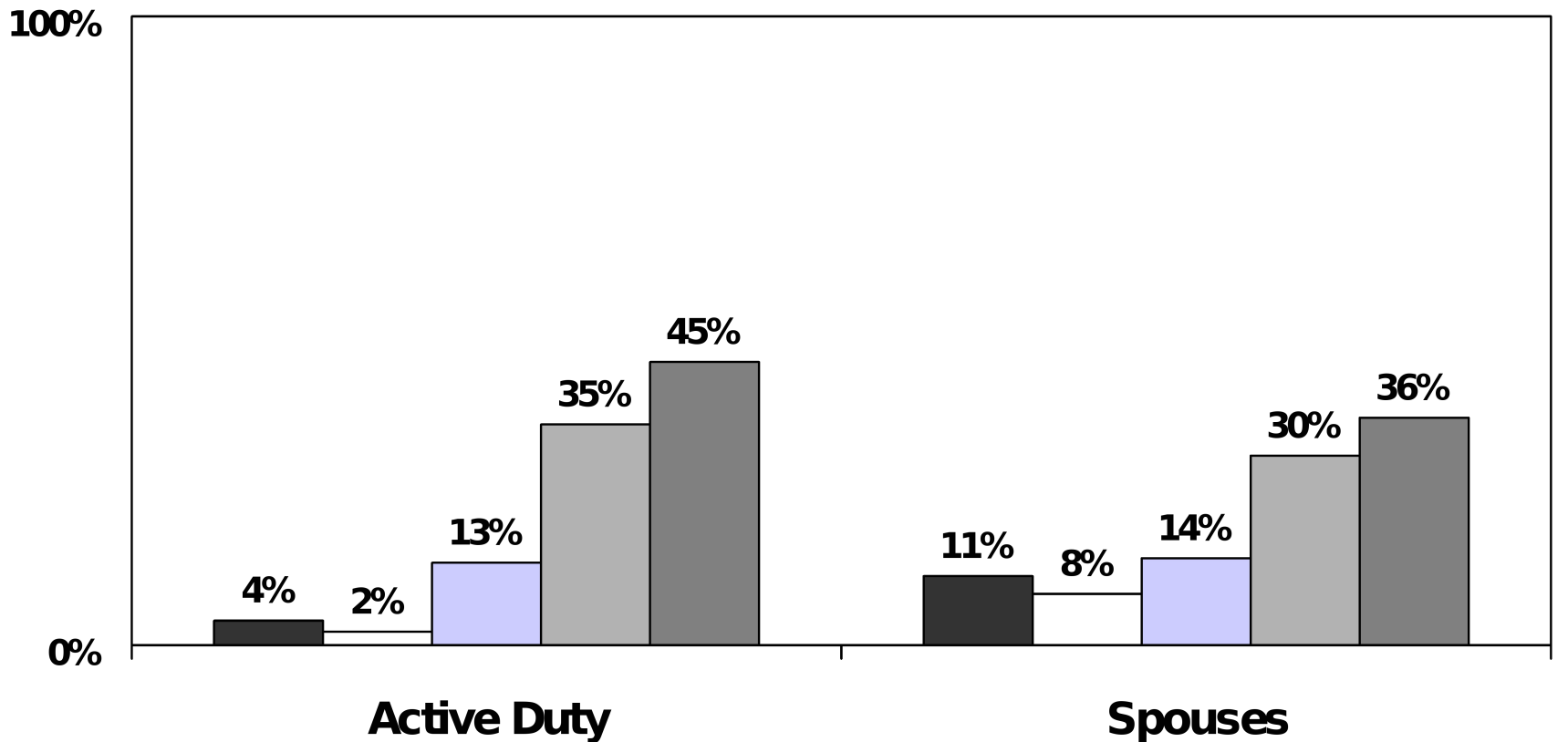
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	3%	51%	61%
Gardening	3%	3%	38%	44%
Digital photography	3%	6%	24%	32%
Automotive detailing/washing	1%	16%	14%	32%
Automotive maintenance & repair	2%	13%	12%	27%
Computer games	1%	1%	23%	26%
Trips/touring	1%	17%	0%	17%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

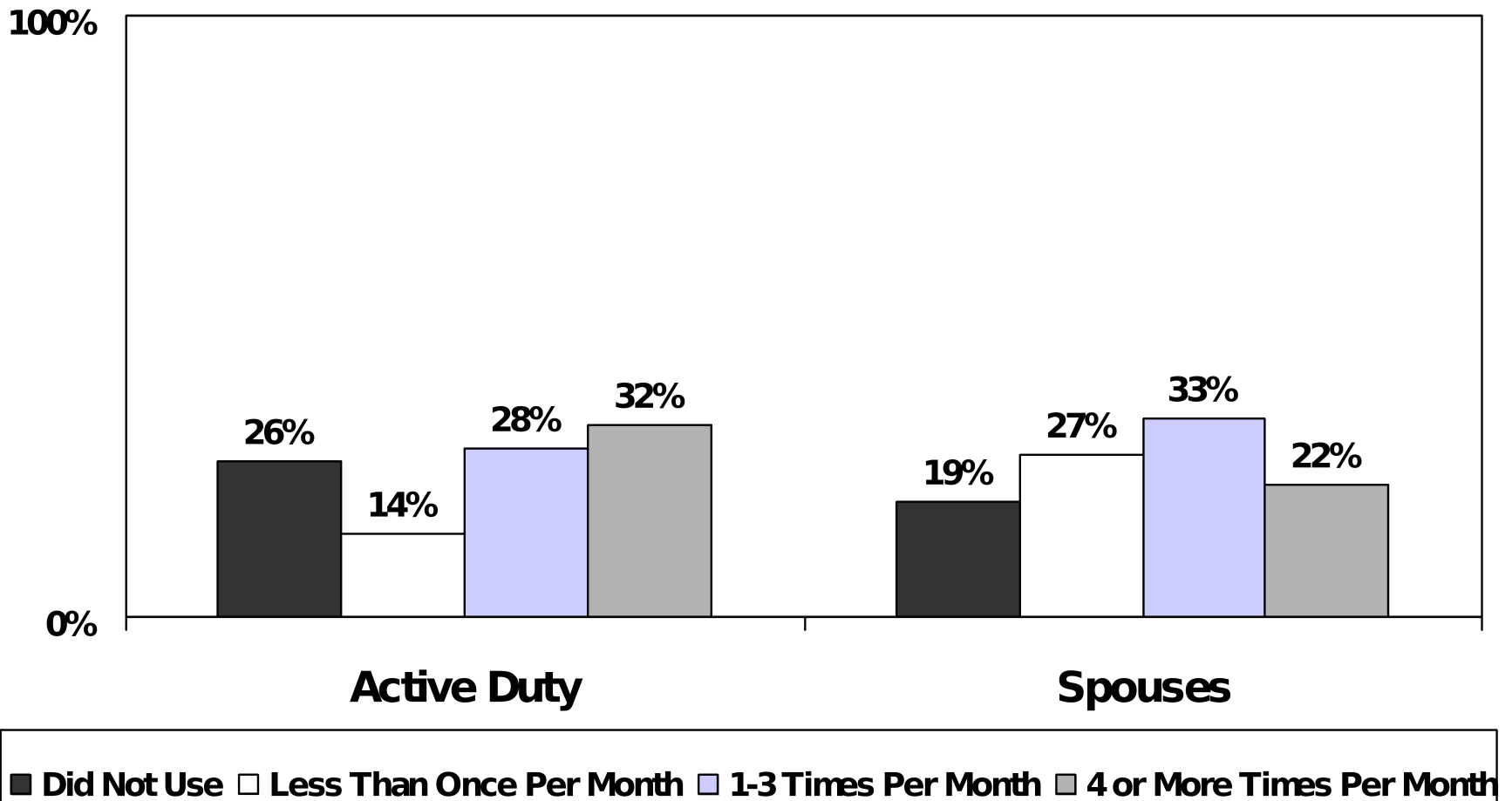
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■ Not Important □ Slightly Important ■ Moderately Important ■ Important ■ Very Important

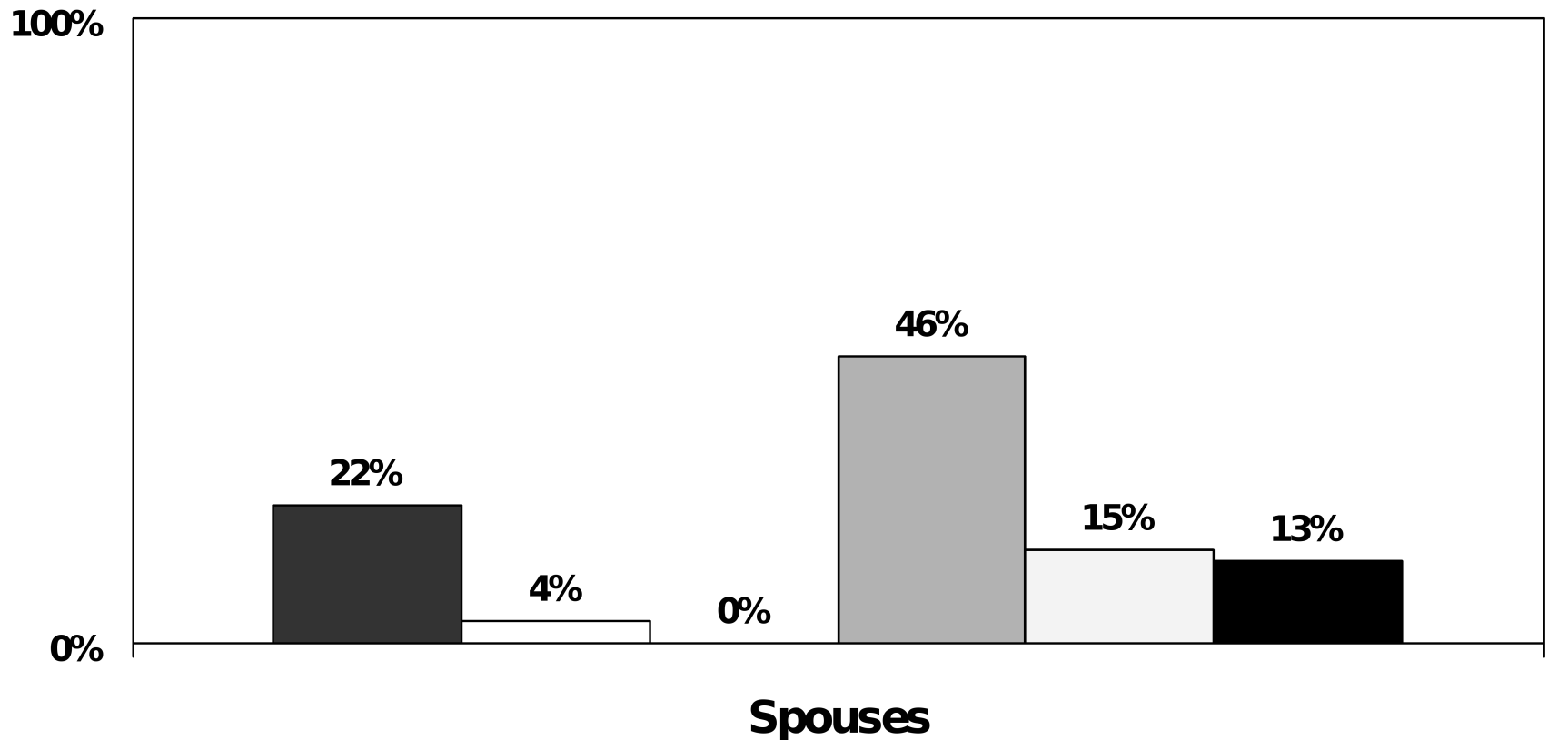
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	3%
Probably will not make military a career	2%
Undecided	7%
Probably will make military a career	18%
Definitely will make military a career	70%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	3%
Not Sure	9%
Yes	88%



# NEXT STEPS

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## ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)